GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2105
ANSWERED ON:03.12.2001
JOBS IN THE TOURISM SECTOR
DUMPA MARY VIJAYAKUMARI;VIJAY KUMAR MALHOTRA

Will the Minister of TOURISM be pleased to state:

(a) Whether Terrorism in the United States has hit Indian Tourism;

(b) if so, the action taken to ensure that million of jobs provided in the Tourism Sector are not curtailed on this count;

(c) whether the Government have formulated any scheme to create employment opportunities in tourism sector; and

(d) if so, the details thereof?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a)&(b): Yes Sir. A special tourism force was set up comprising of senior officials of the concerned ministries of the Govt. of India, senior members of the travel industry and trade to discuss and suggest suitable plan of action to ensure that the jobs provided in the tourism sector are not curtailed.

(c) & (d): As an outcome of the deliberations by the Task Force members, a 7-Point Programme for promotion of tourism in the country has been evolved. The details are as under:-

i) Do not ring alarm bells too often
ii) Propagate India as a safe destination.
iii) Step up marketing in Western and Northern world.
iv) Break new grounds in the East and South, particularly with regard to China, Korea, Taiwan, Singapore and Australia;
v) Give special boost to domestic tourism, particularly the tourism connected with pilgrimage and use the new facilities and infrastructure created in this regard to serve as a backbone for international tourism in times to come;
vi) Create conditions in which India attains a very great reputation for ethical trade and business practices; and
vii) Help in initiation of a great reform movement in India, a sort of new renaissance which would make India more creative and constructive and bring about a work culture of the highest class and also project India as a unique country which provides opportunities for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation.